

TO: Marianne Capone

DATE: April 15, 1992

FROM: Carlos Arana

SUBJECT: PARLIAMENT MENU PROGRAM - CREATIVE BRIEF

*advertising
visual*

OVERVIEW

Beginning in Period 7 (October 1992), Parliament will provide the Sales force with a "menu" of promotions that can be placed at the discretion of the Region 1 Sales force.

OBJECTIVES

1. To build volume in pack outlets.
2. To provide the sales force with a flexible group of promotions to be used on a defensive/offensive opportunistic basis.
3. To increase alternative purchase among the brands competitive smokers.
4. To utilize excess inventory of premium items previously used in conjunction with Parliament offers.

CONSUMER OFFERS - Box Packing Only

1. Free mini-speakers with purchase of 2 packs.*
2. Free headphones with purchase of 2 packs.*
3. Buy 1, Get 1 Free. ——— wrap.

*Already in inventory

*Parliament
Special
Offer.*

TARGET

Pack outlets with strong box business/potential. (Region I Only)

ASSIGNMENT/COMMUNICATION OBJECTIVE

1. Develop branded generic artwork to communicate Parliament "special offer" which can feature any of the above mentioned offers.

2071440859

ELEMENTS

1. Display (which will accommodate any of the offers)
2. BIGIF wrap
3. ~~Sell sheet: "availability" sheet i.e. Bristol~~
4. Header — *Camera Size.*
5. Poster
6. *Sell sheet* *bt w. me*

Camera Size.

b + w.
travels

TIMETABLE

Comps due	-	w/o 4/27
A&K due	-	w/o 5/4
Production	-	w/o 5/11
Delivery to KDC	-	w/o 8/3

Thank you.

Carlos

cc: M. Antonoff
A. Goldfarb
C. Iwatsu
S. LeVan
E. Merlo
N. Parmet
J. Spector

S. Town - BSB

Blind speakers.
New POS code #

© + POS code #
71407-A2

Budget: ~~2000~~ ~~1500~~ ~~1000~~ ~~500~~ ~~250~~ ~~125~~ ~~62.5~~ ~~31.25~~ ~~15.625~~ ~~7.8125~~ ~~3.90625~~ ~~1.953125~~ ~~0.9765625~~ ~~0.48828125~~ ~~0.244140625~~ ~~0.1220703125~~ ~~0.06103515625~~ ~~0.030517578125~~ ~~0.0152587890625~~ ~~0.00762939453125~~ ~~0.003814697265625~~ ~~0.0019073486328125~~ ~~0.00095367431640625~~ ~~0.000476837158203125~~ ~~0.0002384185791015625~~ ~~0.00011920928955078125~~ ~~0.000059604644775390625~~ ~~0.0000298023223876953125~~ ~~0.00001490116119384765625~~ ~~0.000007450580596923828125~~ ~~0.0000037252902984619140625~~ ~~0.00000186264514923095703125~~ ~~0.000000931322574615478515625~~ ~~0.0000004656612873077392578125~~ ~~0.00000023283064365386962890625~~ ~~0.000000116415321826934814453125~~ ~~0.0000000582076609134674072265625~~ ~~0.00000002910383045673370361328125~~ ~~0.000000014551915228366851806640625~~ ~~0.0000000072759576141834259033203125~~ ~~0.00000000363797880709171295166015625~~ ~~0.000000001818989403545856475830078125~~ ~~0.0000000009094947017729282379150390625~~ ~~0.00000000045474735088646411895751953125~~ ~~0.000000000227373675443232059478759765625~~ ~~0.0000000001136868377216160297393798828125~~ ~~0.00000000005684341886080801486968994140625~~ ~~0.000000000028421709430404007434844970703125~~ ~~0.0000000000142108547152020037174224853515625~~ ~~0.00000000000710542735760100185871124267578125~~ ~~0.000000000003552713678800500929355621337890625~~ ~~0.0000000000017763568394002504646778106689453125~~ ~~0.00000000000088817841970012523233890533447265625~~ ~~0.000000000000444089209850062616169452667236328125~~ ~~0.0000000000002220446049250313080847263336181640625~~ ~~0.00000000000011102230246251565404236316680908203125~~ ~~0.000000000000055511151231257827021181583404541015625~~ ~~0.0000000000000277555756156289135105907917022705078125~~ ~~0.00000000000001387778780781445675529539585113525390625~~ ~~0.000000000000006938893903907227877647697925567626953125~~ ~~0.0000000000000034694469519536139388238489627838134765625~~ ~~0.00000000000000173472347597680696941192448139190673828125~~ ~~0.000000000000000867361737988403484705962240695953369140625~~ ~~0.0000000000000004336808689942017423529811203479766845703125~~ ~~0.00000000000000021684043449710087117649056017398834228515625~~ ~~0.000000000000000108420217248550435588245280086994171142578125~~ ~~0.0000000000000000542101086242752177941226400434970855712890625~~ ~~0.00000000000000002710505431213760889706132002174854278564453125~~ ~~0.000000000000000013552527156068804448530660010874271392822265625~~ ~~0.0000000000000000067762635780344022242653300054371356964111328125~~ ~~0.00000000000000000338813178901720111213266500271856784820556640625~~ ~~0.000000000000000001694065894508600556066332501359283924102783203125~~ ~~0.0000000000000000008470329472543002780331662506796419620513916015625~~ ~~0.00000000000000000042351647362715013901658312533982098102569580078125~~ ~~0.000000000000000000211758236813575069508291562669910490512847900390625~~ ~~0.0000000000000000001058791184067875347541457813349552452564239501953125~~ ~~0.00000000000000000005293955920339376737707289066747762262821197509765625~~ ~~0.000000000000000000026469779601696883688536445333738811314105987548828125~~ ~~0.0000000000000000000132348898008484418442667226668694056570529937744140625~~ ~~0.00000000000000000000661744490042422092213336133343470282852649688720703125~~ ~~0.000000000000000000003308722450212110461066680666717351414263248443603515625~~ ~~0.0000000000000000000016543612251060552305333403333586757071316242218017578125~~ ~~0.00000000000000000000082718061255302761526667016667933785356581211090087890625~~ ~~0.000000000000000000000413590306276513807633335083339668926782906055450439453125~~ ~~0.0000000000000000000002067951531382569038166675416698344633914530277252197265625~~ ~~0.00000000000000000000010339757656912845190833377083496723169572651386260986328125~~ ~~0.000000000000000000000051698788284564225954166885417483615847863256931304931640625~~ ~~0.0000000000000000000000258493941422821129770834427087418079~~

Samples from other brands.
Sales Mktg? Project.

Thursday 10 am

CA163

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